dataro

Powering Audience-First Fundraising and Philanthropy with AI

> I'm Chris, a fundraising nerd who loves helping build AI-first nonprofits!

- Co-founder @Dataro
- Reformed commercial lawyer
- Sydney → London → San Francisco
- For fun → Mountains, aeroplanes, my dog Biggy

Chris Paver

COO/Co-Founder

Dataro's Mission

To set a new standard in charitable fundraising, using AI (artificial intelligence) and BI (business intelligence) to ensure every nonprofit can make a bigger impact in the world.

PROVEN RESULTS FOR 250+ NONPROFITS
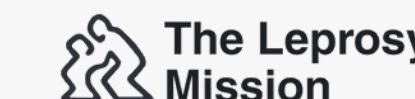
I'm Kenya, Executive for Development Management at United Women in Faith

- 20+ years of experience in driving fundraising success through strategy, storytelling, and authentic donor connection.
- Has led high-performing teams to exceed goals by combining data-driven insights, innovative approaches, and emerging technologies
- Passionate about empowering fundraisers to work smarter

Kenya Roberts, CFRE
Fundraising Leader

About United Women in Faith

We're a sisterhood acting in faith to tackle the hard work of the world without hesitation. We work to improve the lives of women, children and youth.

Get Involved or Give Today

Agenda

1. Decoding 'AI'
2. The Engagement Evolution – Predictive AI
3. AI & Philanthropy – Major Giving Case Study

PART ONE:

Decoding 'AI'

The future of fundraising is AI-assisted!

~78% [*] Of nonprofits already report using AI (content, grants, data, research, etc)
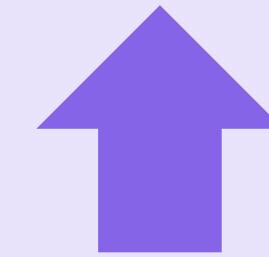
85% [**] Have a high interest in further exploring AI tools (generative, predictive, etc)

*M+R Benchmarks (US, 2025 report on 2024 activity), Blackbaud Institute (US, 2025), Charity Digital Skills (UK, 2025)

** The State of AI in Nonprofits: Benchmark Report on Adoption, Impact, and Trends, TechSoup+ TAPP Network, 2025
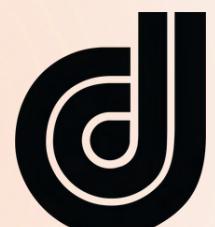
The AI Decoder
5 types of AI every fundraiser should know

Agentic AI
What it does: Acts autonomously across multiple steps toward a goal.
Fundraising example: Running prospect research & creating a report

Predictive AI
What it does: Forecasts what will happen.
Fundraising example: Who's most likely to lapse or upgrade?

Automation AI
What it does: Handles repetitive tasks.
Fundraising example: Automatically generate lists or send messages

Prescriptive AI
What it does: Recommends the best next action.
Fundraising example: Who should / shouldn't get your next appeal?
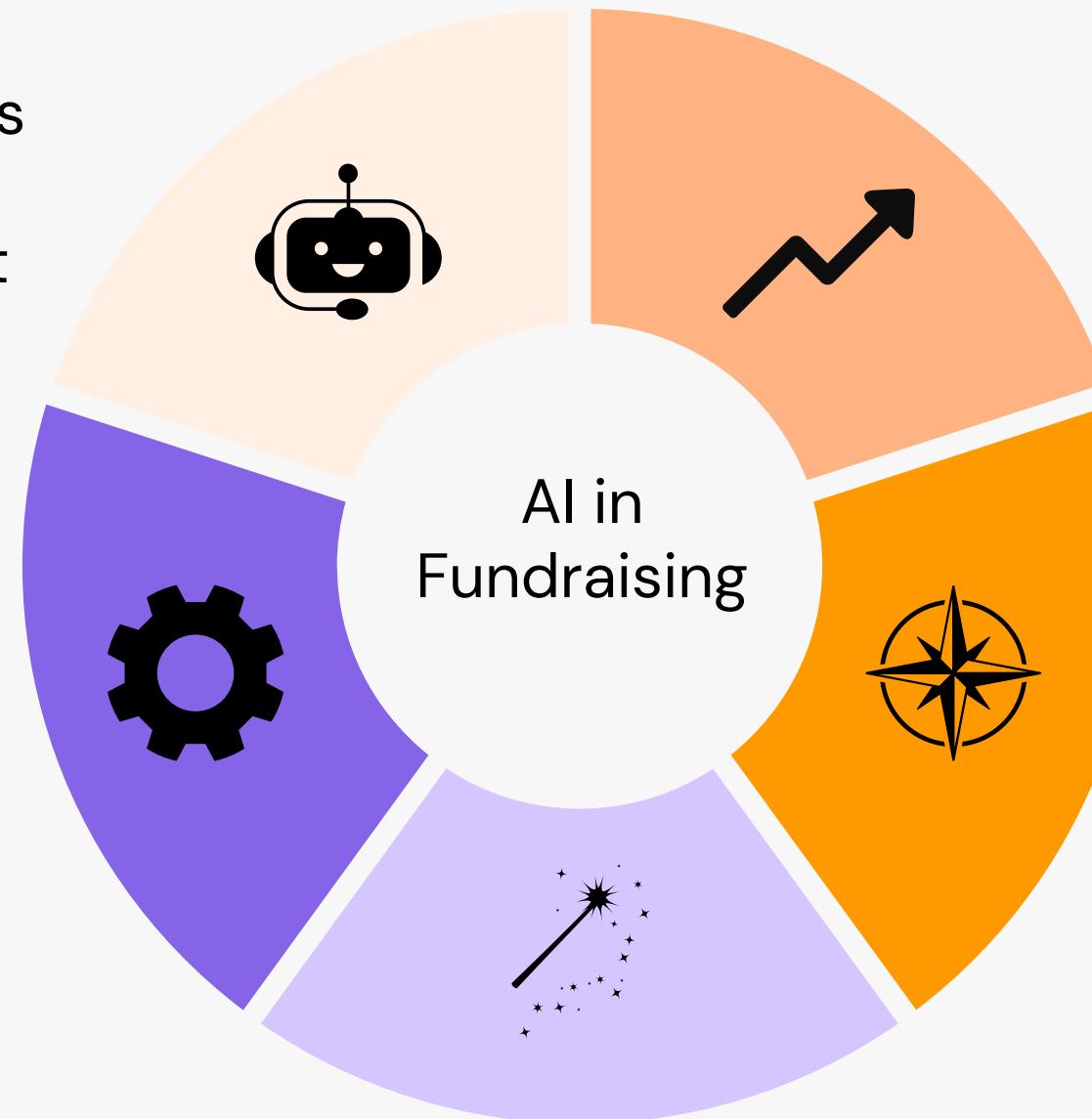
AI in Fundraising

Generative AI
What it does: Creates new content.
Fundraising example: Drafting donor emails, campaign copy, or thankyous.

Opening polls

How much of an impact do you think AI will have on how you do your job in the next 2 years?

The Engagement Evolution – Predictive AI

The fundraising landscape is changing

57.1%   Majority of nonprofits have **fewer donors giving YOY***
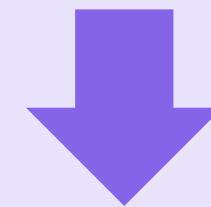
Donor Expectations   More relevance, recognition & personalisation in engagement
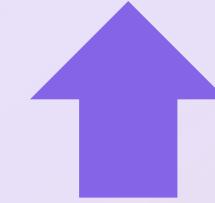
Dataro Global Giving Benchmark Report, 2024
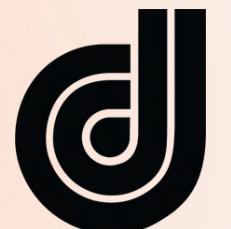
# The evolution of fundraising campaigns
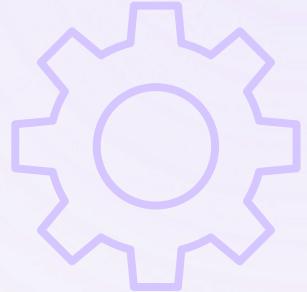
Mass market
(spray & pray)

- single message
- broad audience
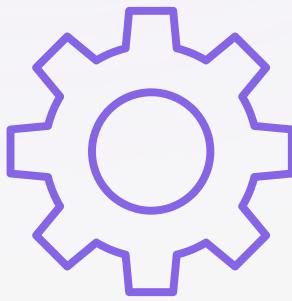
Some personalization & segmentation
(manual segmentation)

- some content personalizations (name, ask amount), one size fits many
- time-consuming manual list segmentation

MAJORITY ARE HERE RIGHT NOW?
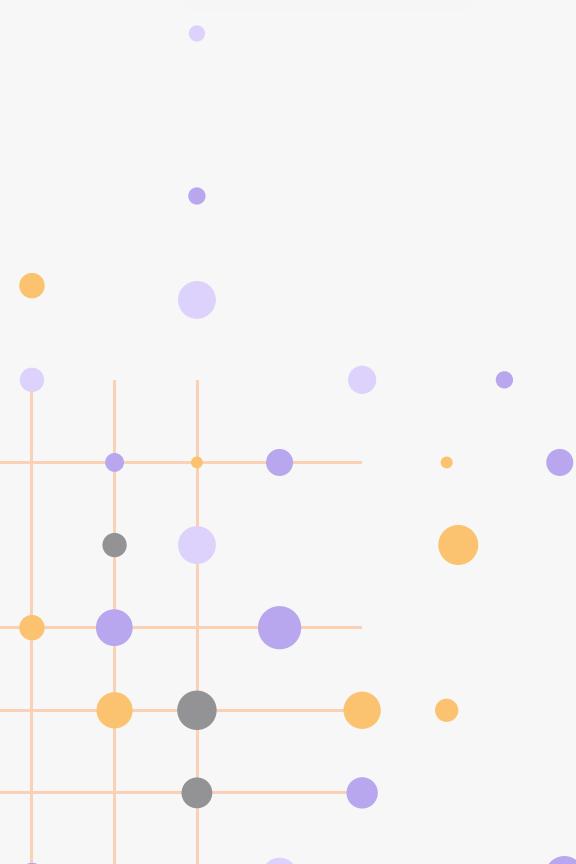
Effective personalization
(integrated data, AI audiences)

- AI segmentation on common propensity, behavior, interests
- tailored content, asks
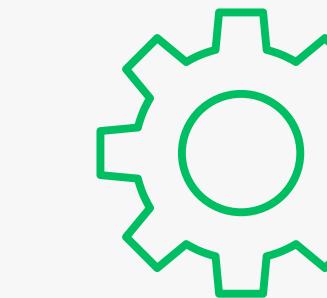
WANT TO GET HERE!

1:1 donor experiences

- completely individualized communications
- Automated enagement

The audience-first fundraising model

Often clicks on email newsletter links

Engages with appeals focused on dogs

Has given multiple single gifts

Are you listening to your donors?
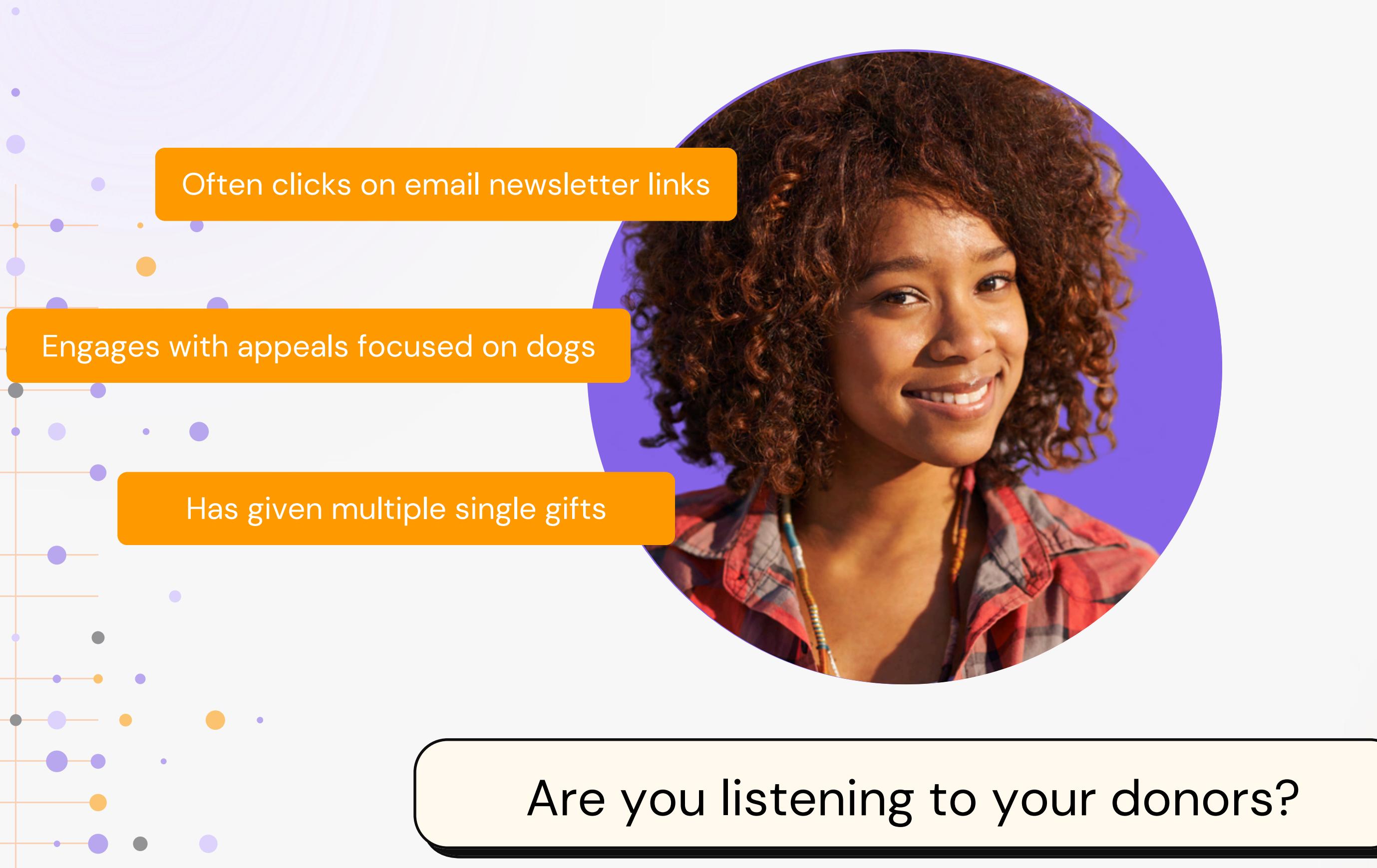
The audience-first fundraising model

Often clicks on email newsletter links

Prefers email outreach

Engages with appeals focused on dogs

More interested in dogs than cats

Has given multiple single gifts

Potential candidate for monthly giving

The data you collect tells a story!

What this looks like – a 360° donor view
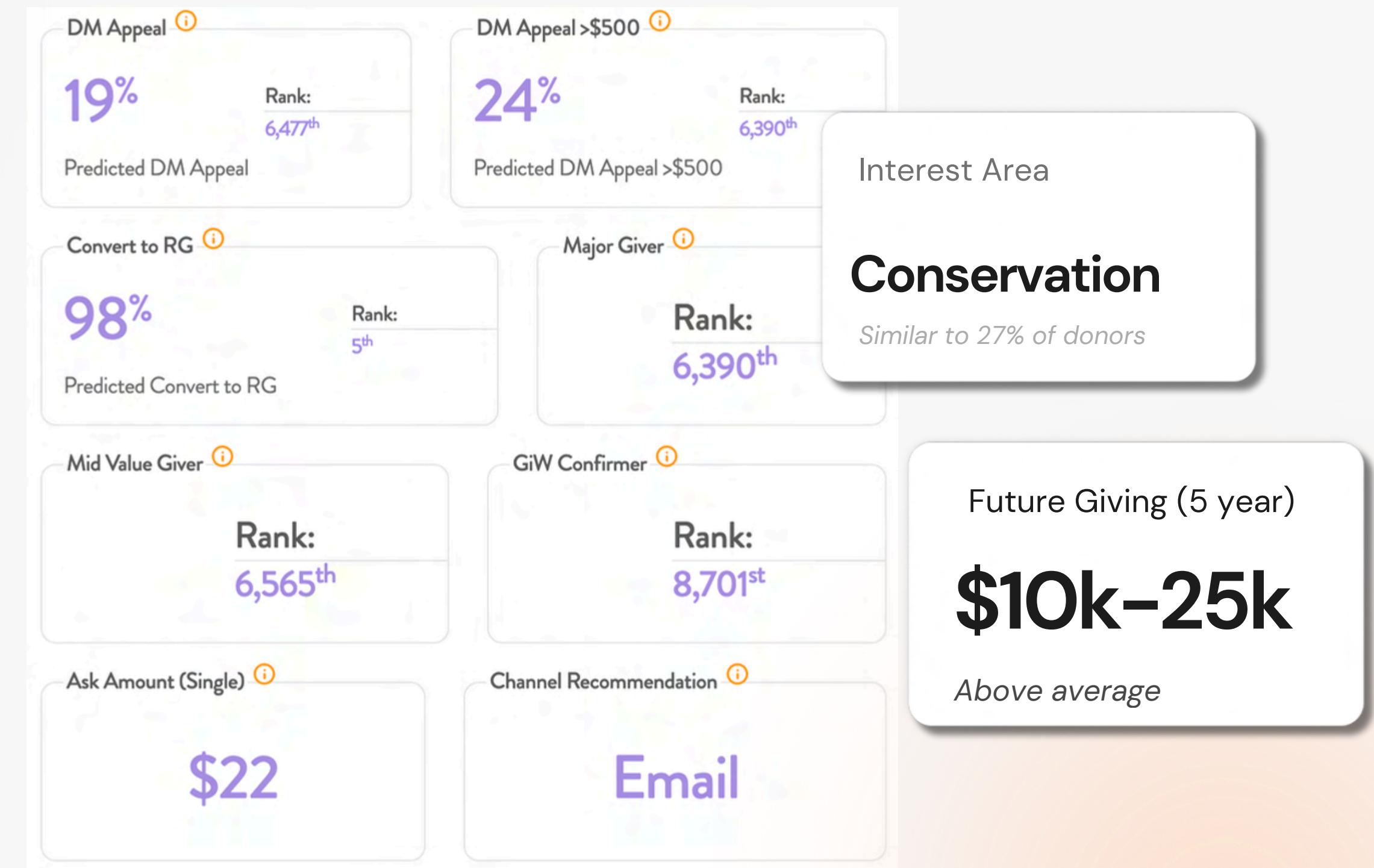
Another poll

What stage of the personalization evolution is your organization at right now?

The biggest challenge – getting started!

What prompted you to start investigating AI tools for your fundraising efforts?

- Capacity to connect with all donors
- Strategically prioritize outreach and relationship-building
- AI seemed like a way to help us work smarter, not harder
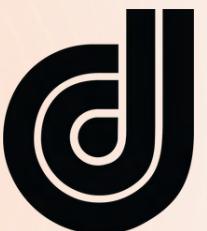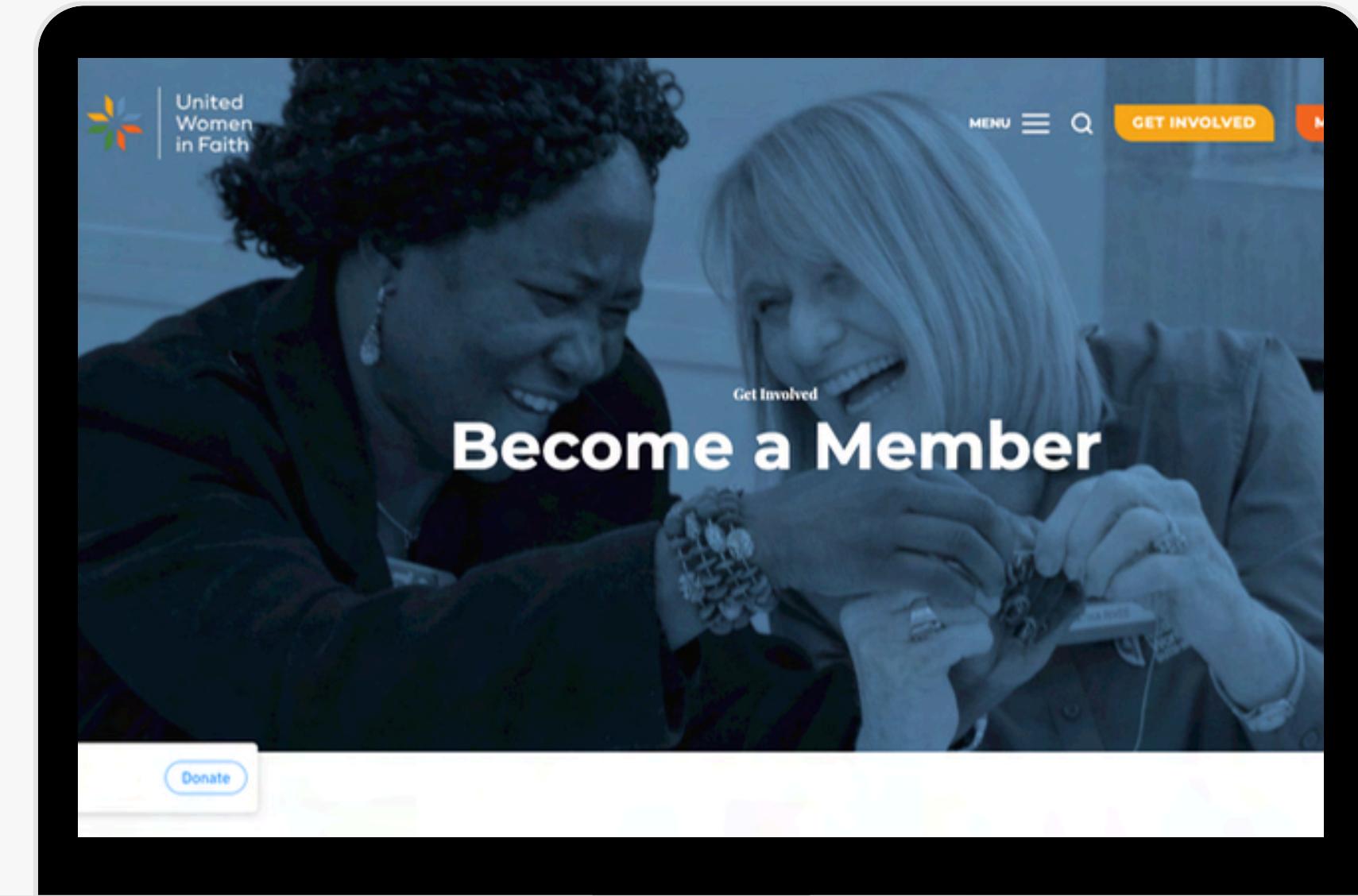
Aligning internal teams

How did you go about getting your SLT + rest of your team on board with adopting new AI technology?

- 1-year plan with goals
- Benefit wider organization
- Staff training + implementation to avoid it sitting on the shelf
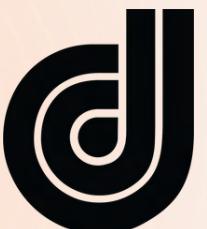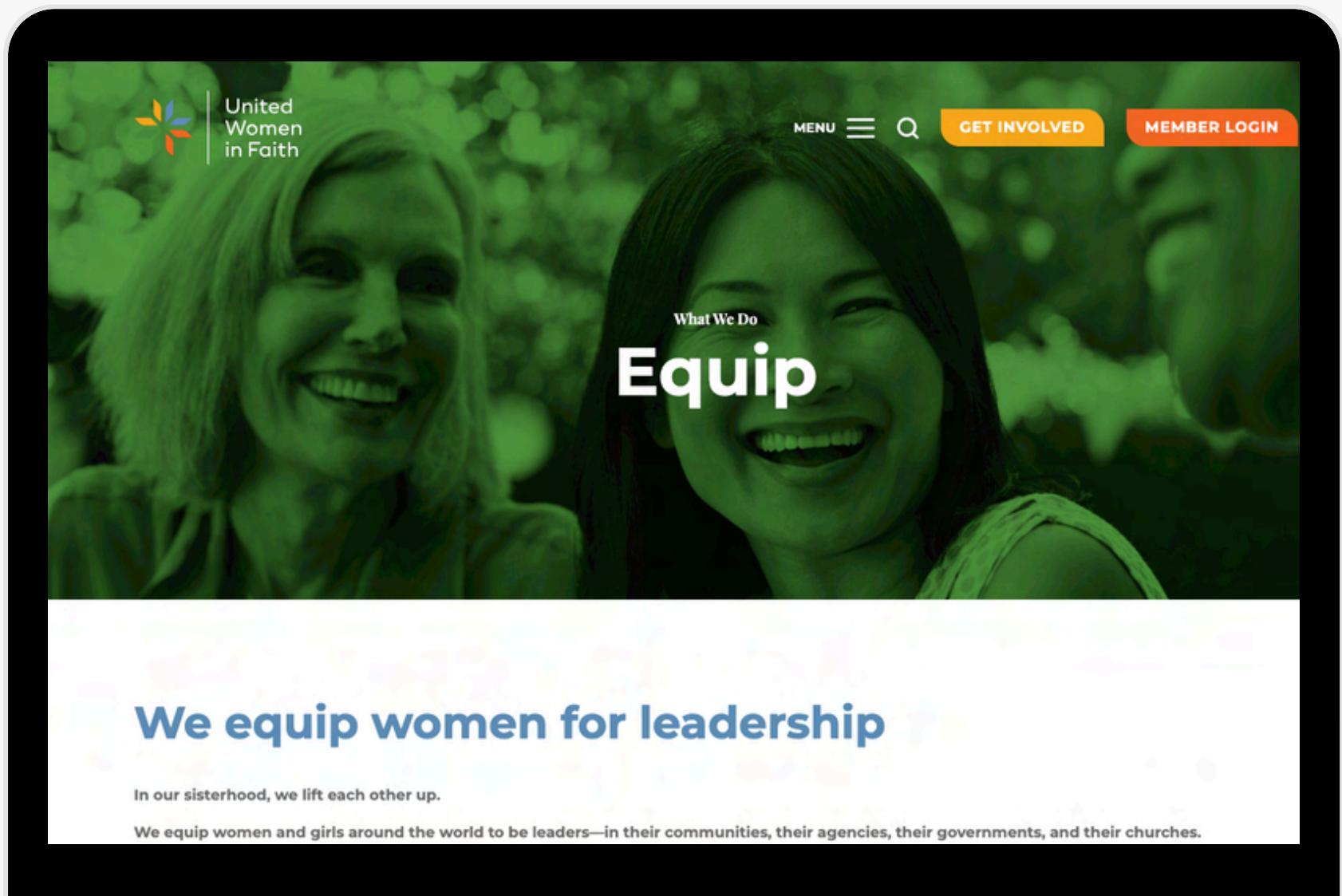
Engagement Evolution – Predictive AI

Where did you start in terms of implementing AI-powered tools and strategies? Walk us through the specific use cases.

- Began with segmentation, e.g. predictive AI to find 3,000 'likely to give' donors
- Ran a direct mail campaign targeted to that high-potential segment
- Also used Dataro to find a small list of 200 likely to respond via phone
- Triggered new ideas
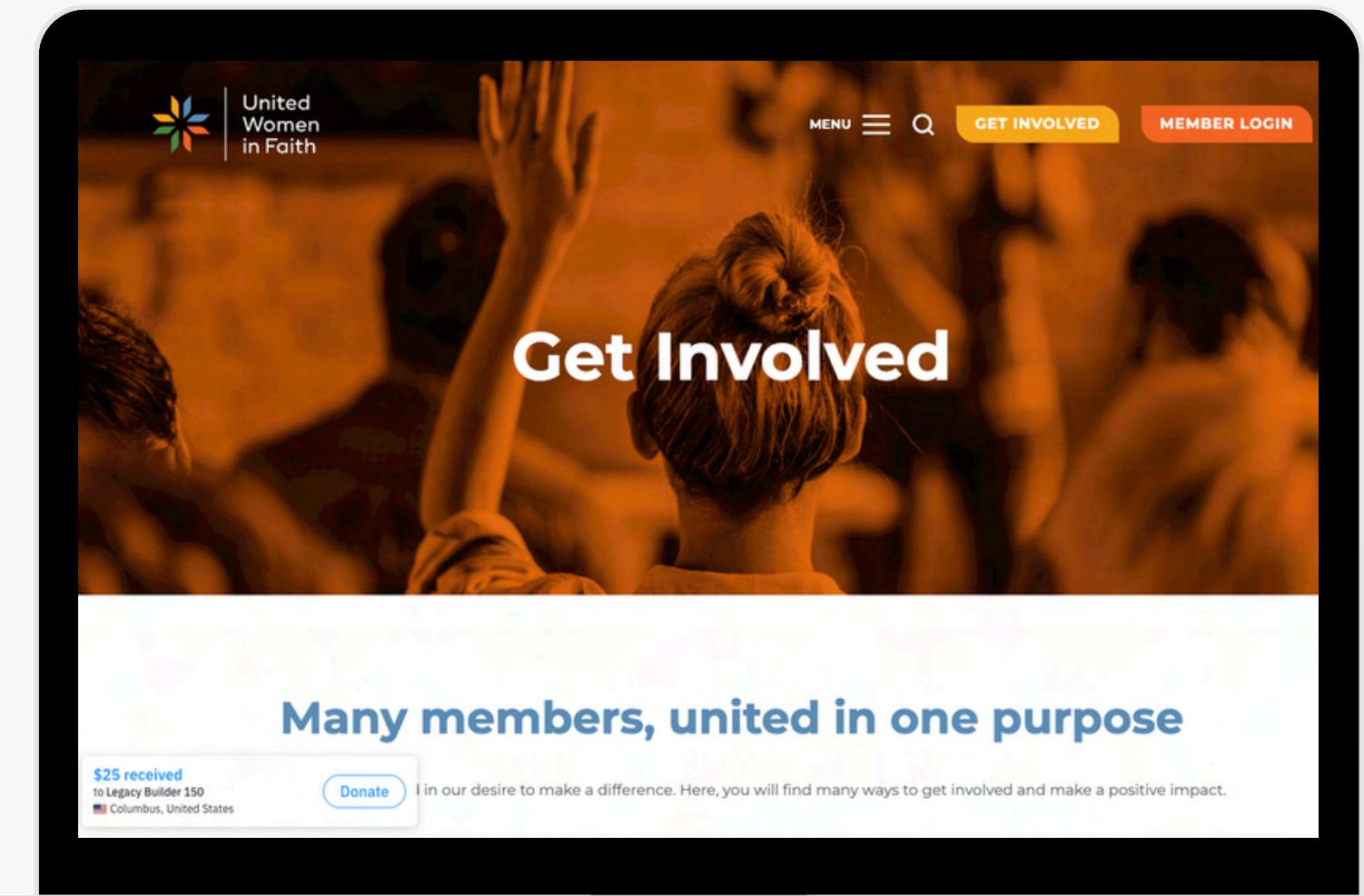
What impact has it had?

What kind of impact have you seen from using AI in your fundraising efforts so far?

- Regaining staff time
- More intentional and strategic
- Helps prevent fundraiser burnout
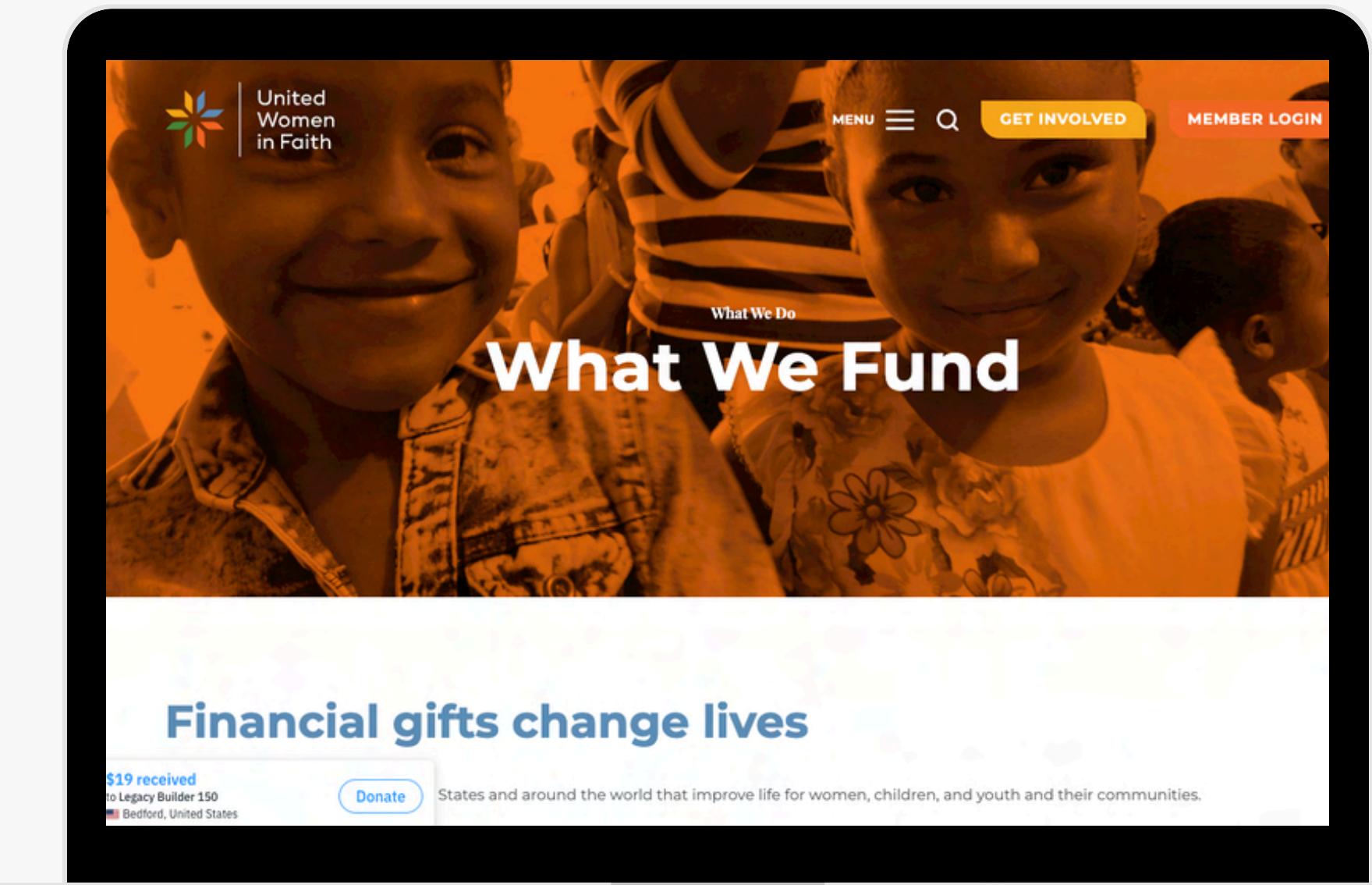
Key lessons for fundraising teams

For organizations just starting to explore AI, what advice would you give them on getting started?

- Create a clear plan outlining your goals and how AI can help achieve them
- Invest in training staff and getting buy-in from leadership
- Prioritize finding the right vendor with strong customer support and an ethical approach
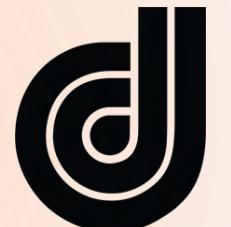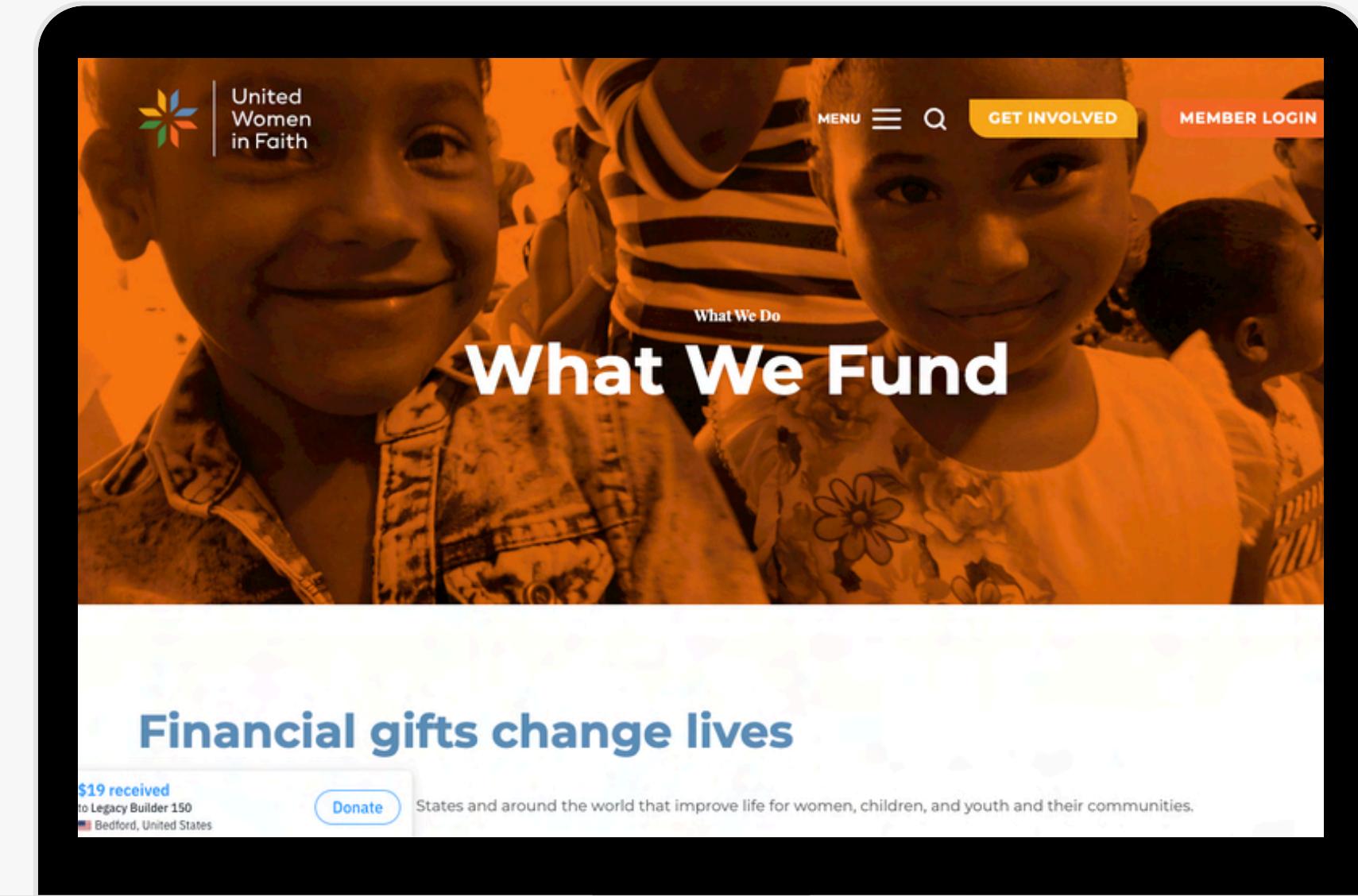
Top 10 opportunities to use AI audiences
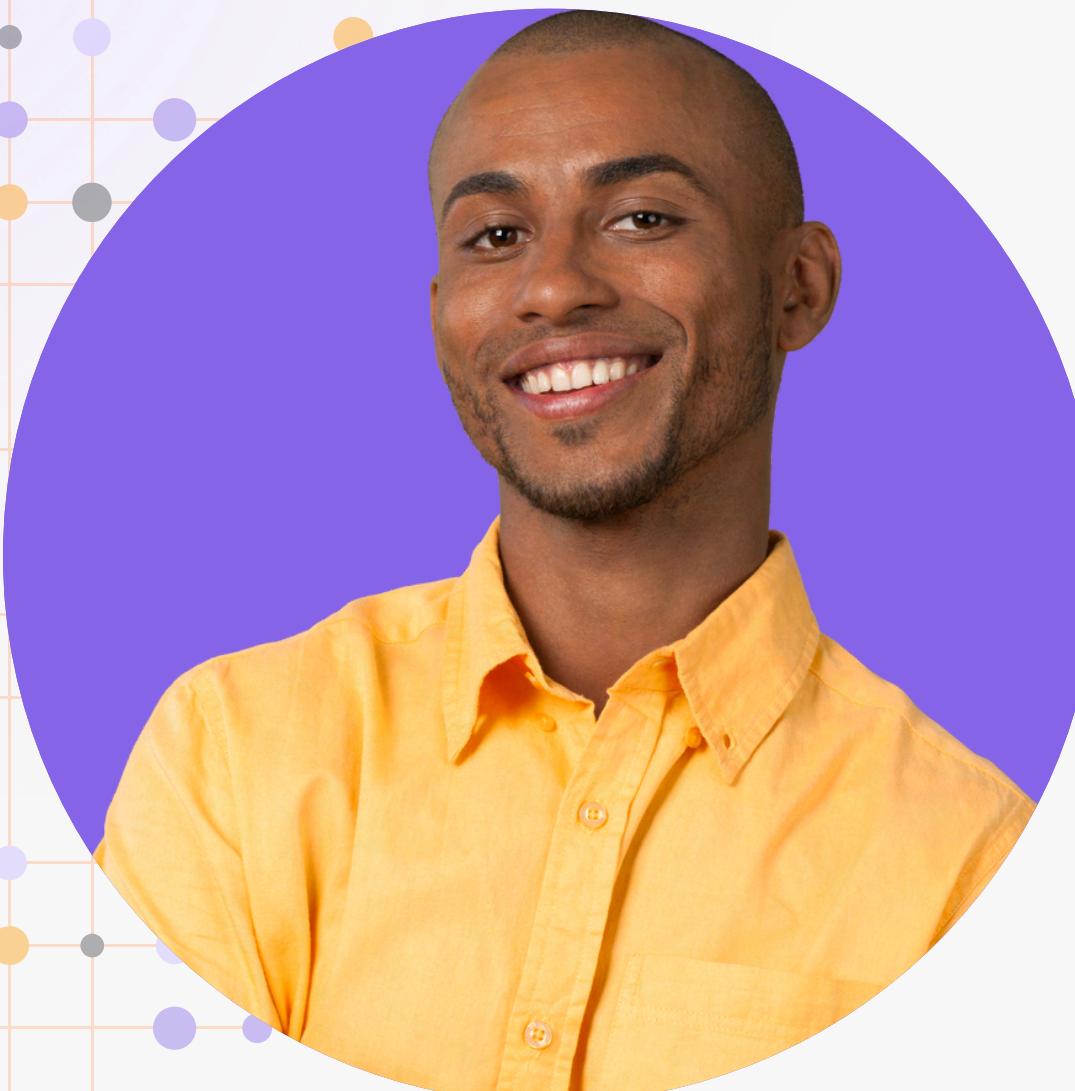
1. Increase appeal revenue
2. Retain, upgrade and reactivate more RGs
3. Convert more regular givers
4. Get more mid-level donors
5. Identify new major donors
6. Identify new legacy prospects
7. Convert more non-donors into donors*
8. Automate prospect research
9. Benchmark vs your peers
10. AI powered content creation

Audience-first fundraising works!

+15% major gift
income lift YOY
by identify & nurturing the right prospects

2.5x reduction
in monthly donor churn rates, improving donor retention.

+45% income
45% lift in standard-value income YOY from mid-value donor prospects

>$831k
new appeals revenue that otherwise would have been misssed

New legacies
>30% conversion rate for top-rated legacy prospects

50% increase
in conversion rates for monthly donor conversion campaign

AI & Philanthropy –
A Major Giving Case Study

Consider the day-to-day of prospect research

Affinity

Capacity

Connections

Propensity

Needs for effective qualification & cultivation

Affinity

Propensity

Capacity

Connections
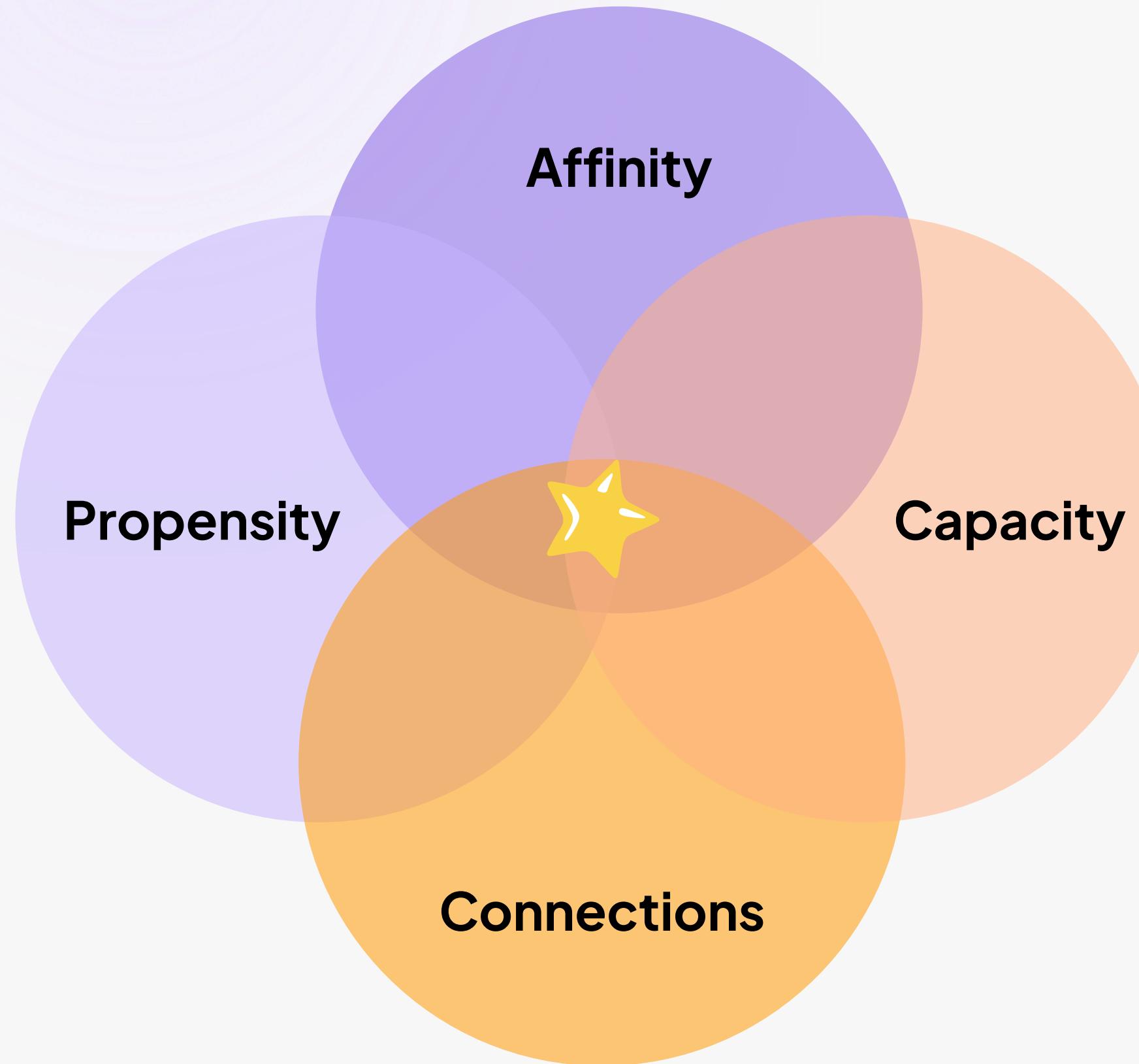
## Info needed (Internal & External)

- **Biographical**
  - Contact info
  - Education
  - Work history
- **Financial**
  - Salary / Wealth
  - Stocks / Investments
  - Real estate
- **Affinity**
  - Giving history
  - Board memberships
  - Volunteering
  - Event participation
- **Propensity**
  - CRM data
  - Political giving history
- **Connections**
  - Foundations
 - Board connections
- **Concerns**

This is very time consuming

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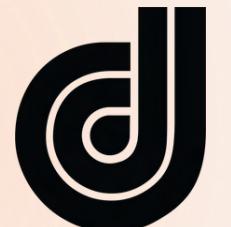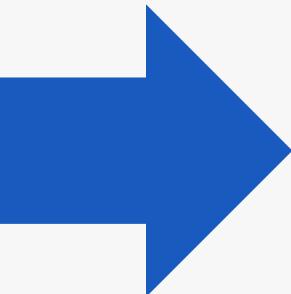
How AI improves this workflow

Dataro's Prospect AI

**Predictive:** Find the best prospects

Agentic: Complete online searches in parallel (massive time saving!)

Generative: Compile reports + recommend outreach strategies
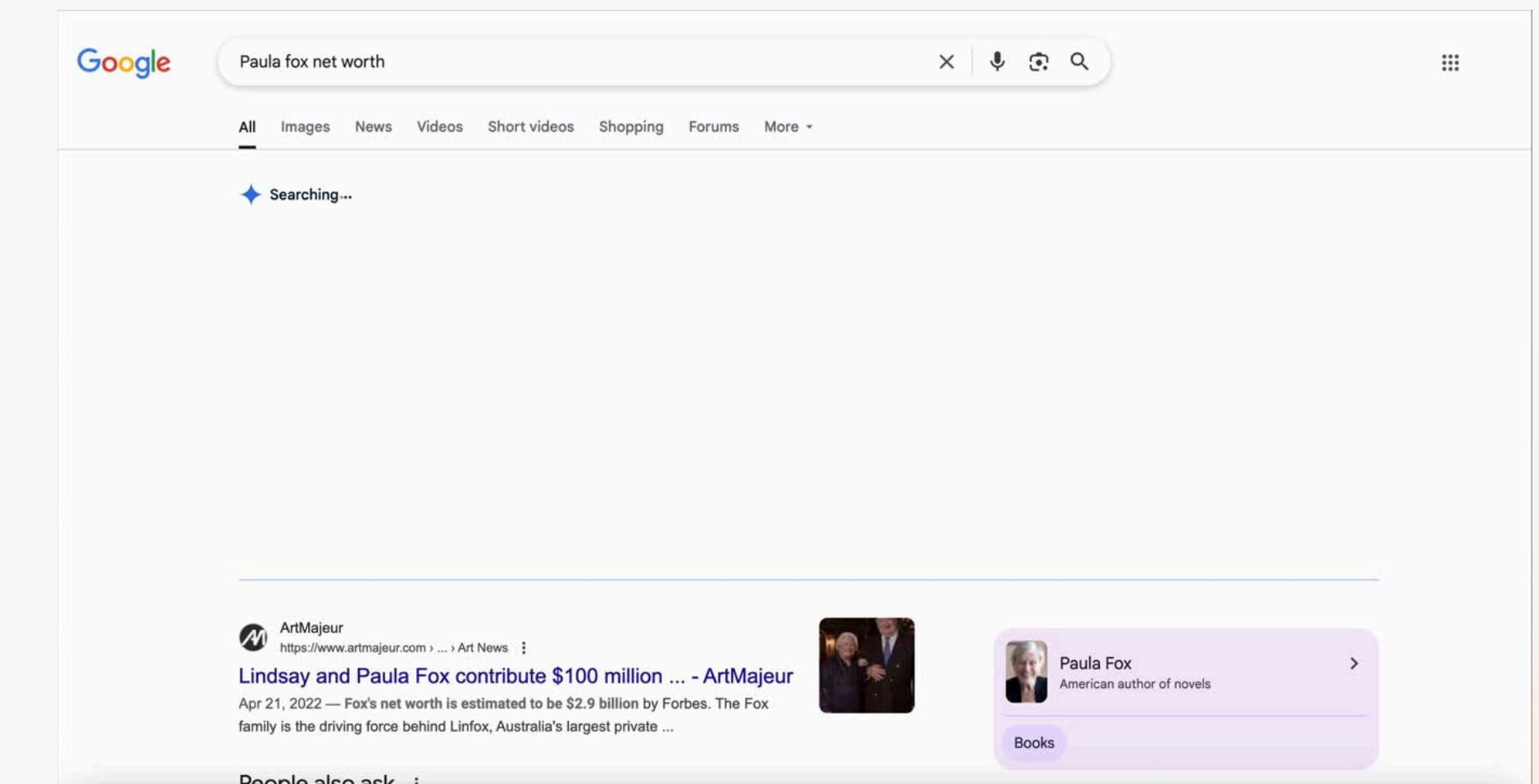
An AI Demonstration – Major Giving
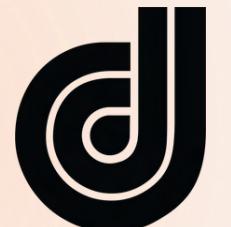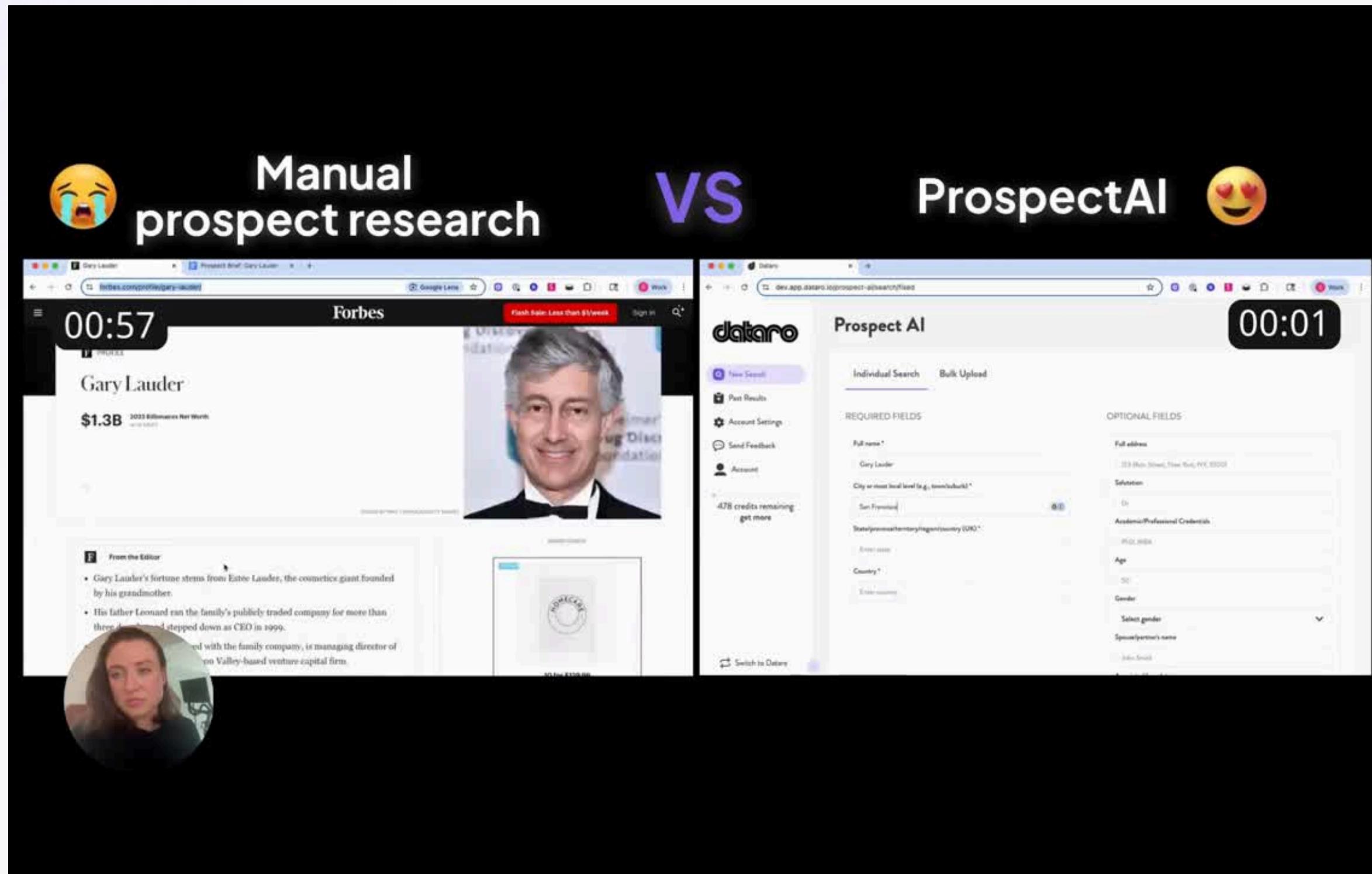
Plus AI adds the ability to scale

- Bulk searching
- Takes a task that used to take hours and does it in minutes
- Ability to edit reports, add new sources, share output
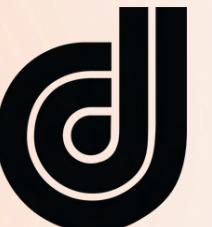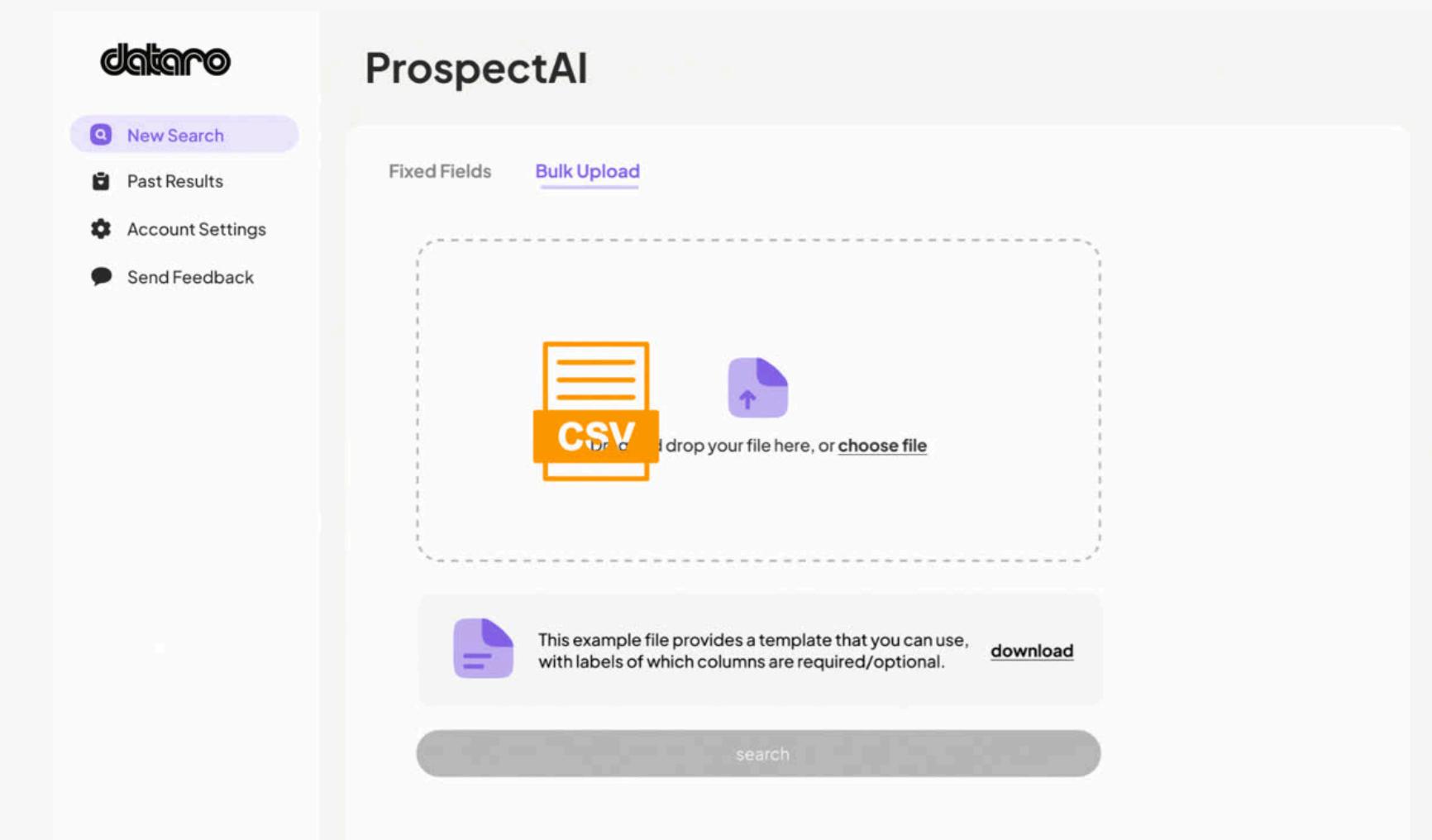
What does this look like?
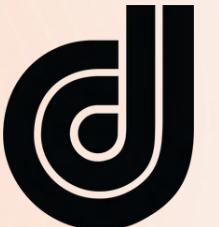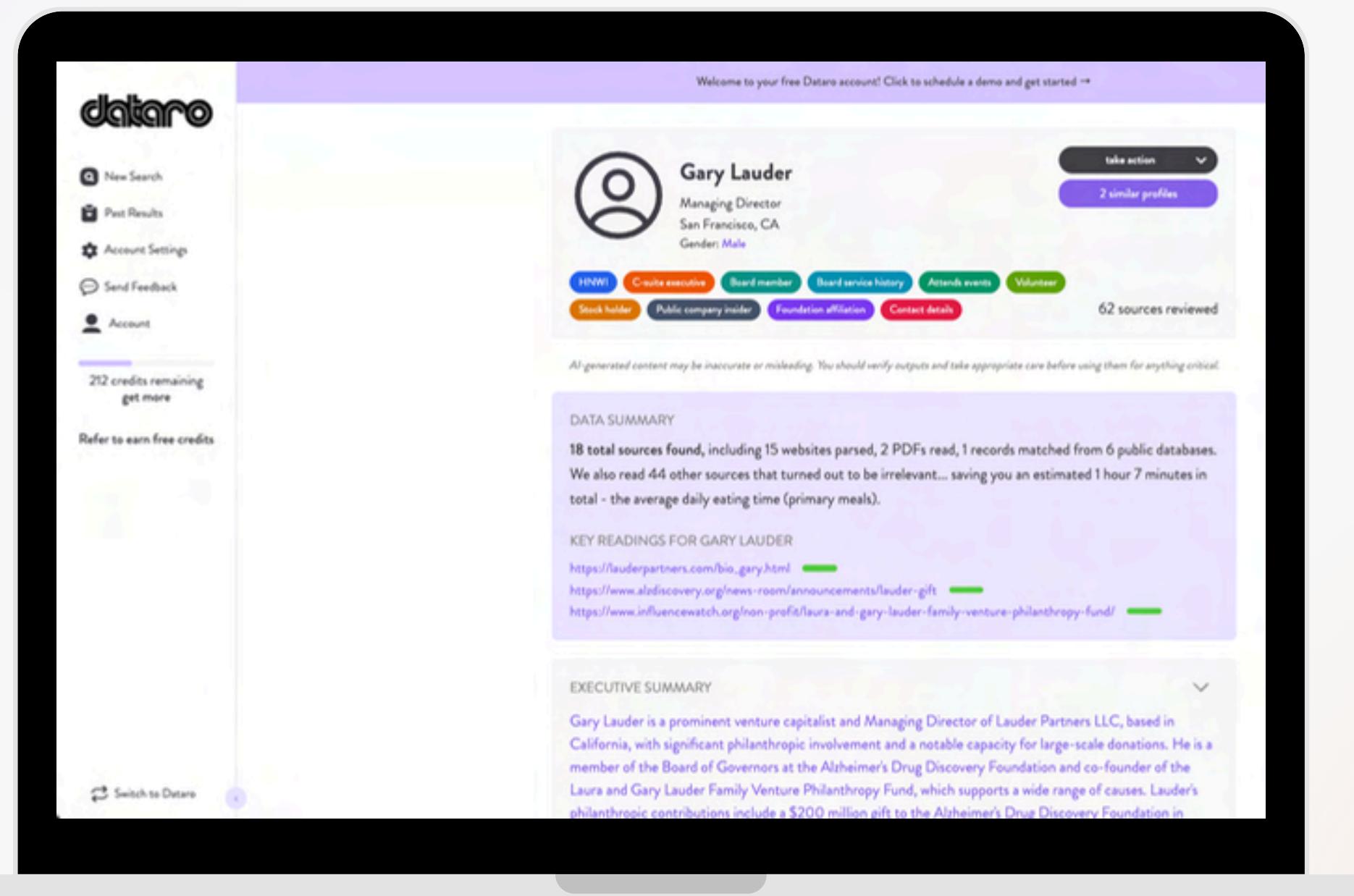
Another poll

Predictive audiences or AI-powered prospect research - what is of more interest to you?

Get ProspectAI for Free!

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signup-prospect-ai

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Thank you!